

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1. **(Currently Amended)** A computer-implemented method for dynamically determining an optimal price to be charged for a product on an Internet website operated by an Internet merchant, said method comprising the steps of:

- (a) receiving configuration data from the Internet merchant;
- (b) randomly sampling visitors to the Internet website according to the configuration data to create a model that is able to reflect real-time market sensitivities;
- (c) determining an optimal price using the ~~data~~ model acquired in step (b) by electronic manipulation using a processor; and
- (d) displaying the optimal price to the Internet merchant.

2. **(Original)** The method of claim 1, wherein said configuration data includes sampling parameters.

3. **(Original)** The method of claim 1, wherein said configuration data includes potential prices that are offered to the sampled population in step (b).

4. **(Original)** The method of claim 1, wherein said configuration data includes

whether the sampling is to be performed continuously or at discrete intervals.

5. **(Original)** The method of claim 1, wherein said configuration data includes data for segmenting the population into clusters.

6. **(Original)** The method of claim 1, wherein said configuration data includes a minimum threshold for automatically propagating an optimal price.

7. **(Original)** The method of claim 1, wherein said random sampling is performed on the entire population of visitors to the website.

8. **(Original)** The method of claim 1, wherein visitors to the website are grouped, and each group is sampled separately.

9. **(Original)** The method of claim 1, wherein an optimal price is determined for each group.

10. **(Original)** The method of claim 9, additionally comprising updating the website such that a visitor is offered the optimal price determined in step (c) according to the visitor's group.

11. **(Original)** The method of claim 9, wherein groups are determined based upon prior purchasing behavior.

12. **(Original)** The method of claim 9, wherein groups are determined based upon demographic characteristics.

13. **(Original)** The method of claim 1, wherein step (c) comprises determining a price that optimizes profit.

14. **(Previously Presented)** The method of claim 1, additionally comprising:

(e) automatically updating the website to use the optimal price determined in step (c).

15. **(Previously Presented)** The method of claim 1, additionally comprising:

(e) automatically updating the website to use the optimal price determined in step (c) if the optimal price meets a minimum threshold.

16. **(Original)** The method of claim 15, wherein the minimum threshold is that the optimal price determined in step (c) is a predetermined percentage better than a currently offered price for the product.